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ADMENDMENTS TO THE CLAIMS

1. (Original) A method for determining certain personal characteristics and preferences of an individual, comprising the steps of:

subjecting the individual to one or more personality tests and recording the results in a database;

subjecting the individual to one or more application specific tests and recording the results in said database;

subjecting the individual to one or more situational action response tests and recording the results in said database;

scoring the results of said tests and classifying the test results based upon a predetermined set of rules and storing the classified results in said database; and

comparing said classified results to a predetermined set of references to develop a set of data representing preferences and other characteristics of the individual.

2. (Original) A method for determining certain personal characteristics and preferences of an individual as recited in claim 1, and further comprising the step of:

using said set of data to provide compatible content, advice or personal introductions to said individual.

3. (Original) A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein said personality tests include the Keirsey Temperament Sorter.

4. (Original) A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein said application specific tests are selected from the group consisting of personality tests, demographics tests, on-line and off-line behavioral response tests, psychographic tests, and life style and quality of life tests.

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5. (Original) A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein said predetermined set of references include characteristics selected from the group consisting of personality traits, skills, competencies, attitudes, beliefs, behaviors, psychographic, demographic and resume items.

6. (Original) A method for determining certain personal characteristics and preferences of an individual as recited in claim 1 wherein the format of each said test is selected from the group consisting of text presentation, video presentation, audio presentation, photographic/image presentation, and combinations thereof.

7. (Currently amended) A system for enabling the online determination of certain personal characteristics and preferences of an individual, comprising:

means for subjecting the individual to one or more personality tests and recording the results in a database;

means for subjecting the individual to one or more application specific tests and recording the results in said database;

means for subjecting the individual to one or more situational action response tests and recording the results in said database;

means for scoring the results of said tests and classifying the test results based upon a predetermined set of rules and storing the classified results in said database; and

means ~~for comparing~~ for comparing said classified results to a predetermined set of references to develop a set of data representing preferences and other characteristics of the individual.

8. (Original) A system for enabling the online determination of certain personal characteristics and preferences of an individual as recited in claim 7, and further comprising:

means for using said set of data to provide compatible content, advice or personal introductions to said individual.

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9. (Original) A system for enabling the online determination of certain personal characteristics and preferences of an individual as recited in claim 7 wherein said personality tests include the Keirsey Temperament Sorter.

10. (Original) A system for enabling the online determination of certain personal characteristics and preferences of an individual, as recited in claim 7 wherein said application specific tests are selected from the group consisting of personality tests, demographics tests, on-line and off-line behavioral response tests, psychographic tests, and life style and quality of life tests.

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11. (Currently amended) A method system for determining enabling the online determination of certain personal characteristics and preferences of an individual as recited in claim 7 wherein said predetermined set of references include characteristics selected from the group consisting of personality traits, skills, competencies, attitudes, beliefs, behaviors, psychographic, demographic and resume items.

12. (Currently amended) A method system for determining enabling the online determination of certain personal characteristics and preferences of an individual as recited in claim 7 wherein the format of each said test is selected from the group consisting of text presentation, video presentation, audio presentation, photographic/image presentation, and combinations thereof.

13. (New) A method for determining personality type to facilitate the delivery of personality based products or services comprising the steps of.

- a. providing access for individual users to a personality typing system;
- b. identifying a user accessing the system and storing user related identification data in a system database;
- c. collecting data from the identified user including test results and responses to questions and storing the data in the database;

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d. scoring the results of the tests, comparing the test results and the question responses with a predetermined set of references to develop a set of characteristic data of the identified user and determining a personality type of the identified user from the characteristic data; and

e. matching the personality type of the identified user with a corresponding personality based product or service.

14. (New) The method for determining personality type according to claim 13 wherein said step a. is performed by providing remote access to the individual users.

15. (New) The method for determining personality type according to claim 13 wherein said step c. includes administering at least one of a personality test, a scenario-based test and a roll play-based test to the identified user to obtain the test results.

16. (New) The method for determining personality type according to claim 13 wherein said step c. includes collecting at least one of demographic data, psychographic data, quality of life data, life style data, behavior data, and declared preferences data from the identified user to obtain the question responses.

17. (New) The method for determining personality type according to claim 15 wherein said behavior data includes at least one of provided behavior data and observed behavior data.

18. (New) The method for determining personality type according to claim 13 including selecting from a plurality of questions and tests specific ones of the questions and tests to be presented to the identified user during said step c. based upon data previously collected from the identified user.

19. (New) The method for determining personality type according to claim 13 including selecting a presentation medium for each of the questions and tests to be presented to the identified user.

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20. (New) The method for determining personality type according to claim 13 including performing said step d. by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step e., each said classification system having an associated predetermined set of references.

21. (New) The method for determining personality type according to claim 13 including performing said step d. by selecting one of a plurality of scoring methods for scoring the results of the tests.

22. (New) The method for determining personality type according to claim 13 including performing said step e. by matching the identified user with the personality based product or service preferred by other users having a similar personality type.

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23. (New) The method for determining personality type according to claim 13 including performing said step e. by obtaining context data from the identified user and matching the identified user with the personality based product or service associated with the identified user personality type and context data.

24. (New) The method for determining personality type according to claim 13 including after performing said step d. advising the identified user of the determined personality type, obtaining feedback data from the identified user and performing again said step d. including the feedback data in the comparison with the test results and the question responses.

25. (New) The method for determining personality type according to claim 13 including after performing said step d. advising the identified user of a characteristic represented by the characteristic data, obtaining feedback data from the identified user and performing again said step d. including the feedback data in the comparison with the test results and the question responses.

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26. (New) The method for determining personality type according to claim 13 including providing access to the system for an administrator, collecting information from the administrator, selecting the tests and questions to be presented to the identified user, performing said step c. with the selected tests and questions, and informing the administrator of the test results and question responses.

27. (New) The method for determining personality type according to claim 25 including performing said step b. by assigning to the identified user a password selected by the administrator.

28. (New) The method for determining personality type according to claim 25 including permitting the administrator to select the corresponding product or service.

29. (New) The method for determining personality type according to claim 13 including performing said step c. by presenting a series of questions to the identified user, at least one of the questions being selected based upon a response of the identified user to a previous question in the series of questions.

30. (New) The method for determining personality type according to claim 13 including after performing said step d. advising the identified user of the determined personality type, obtaining feedback data from the identified user and performing again said step d. including the feedback data in the comparison with the test results and the question responses, said step d. being performed by selecting one of a plurality of classification systems based upon a type of matching to be performed in said step e., each said classification system having an associated predetermined set of references.

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31. (New) The method for determining personality type according to claim 13 including after performing said step d. advising the identified user of the determined personality type, obtaining feedback data from the identified user, utilizing the feedback data to change at least one of a scoring method for scoring the results of the tests and the personality type, and performing again said step d.

32. (New) The method for determining personality type according to claim 13 including after performing said step d. advising the identified user of the determined personality type, obtaining feedback data from the identified user and performing again said step d. including the feedback data in the comparison with the test results and the question responses, and performing said step e. by matching the identified user with the personality based product or service preferred by other users having a similar personality type.

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33. (New) The method for determining personality type according to claim 13 including performing said step c. by selecting an order of presentation of questions to the identified user.

34. (New) The method for determining personality type according to claim 13 including performing said steps a. through e. for a plurality of the individual users associated as a group.

35. (New) The method for determining personality type according to claim 34 including providing access to the system for an administrator, collecting information from the administrator, selecting the tests and questions to be presented to the identified users of the group, performing said step c. with the selected tests and questions, and informing the administrator of the test results and question responses associated with the group.